

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claim 1-25 (canceled)

Claim 26 (new): A lighted pole and banner assembly comprising:

an elongated, solid, hollow support;  
said support comprising an interior and an exterior perimeter;  
a banner; and  
a light source disposed within said interior of said support;  
said light source illuminating at least a portion of said support through said entire exterior perimeter; and  
said light source illuminating said banner.

Claim 27 (new): The lighted pole and banner assembly of claim 26 wherein said light source illuminates said elongated support substantially along an entire length of said support.

Claim 28 (new): The lighted pole and banner assembly of claim 27 wherein said light source illuminates said support substantially along its entire length with uninterrupted illumination.

Claim 29 (new): The lighted pole and banner assembly of claim 26 wherein said support is clear.

Claim 30 (new): The lighted pole and banner assembly of claim 26 wherein said support is transparent.

Claim 31 (new): The lighted pole and banner assembly of claim 26 wherein said support is luminescent.

Claim 32 (new): The lighted pole and banner assembly of claim 26 wherein said support is

translucent.

Claim 33 (new): The lighted pole and banner assembly of claim 26 wherein said support is opaque.

Claim 34 (new): The lighted pole and banner assembly of claim 26 wherein said support comprises a plurality of sections.

Claim 35 (new): The lighted pole and banner assembly of claim 34 wherein at least two of said sections comprise a different light illuminating quality selected from the group consisting of clear, transparent, luminescent, translucent and opaque.

Claim 36 (new): The lighted pole and banner assembly of claim 26 wherein said light source comprises light emitting diodes.

Claim 37 (new): The lighted pole and banner assembly of claim 26 wherein said light source comprises a rope light.

Claim 38 (new): The lighted pole and banner assembly of claim 26 wherein said support comprises two ends with said light source disposed therebetween.

Claim 39 (new): The lighted pole and banner assembly of claim 26 wherein said light source comprises neon.

Claim 40 (new): The lighted pole and banner assembly of claim 26 wherein said light source comprises a fluorescent light.

Claim 41 (new): The lighted pole and banner assembly of claim 26 wherein said light source comprises a filament lamp.

Claim 42 (new): The lighted pole and banner assembly of claim 26 wherein said light source comprises fiber optics.

Claim 43 (new): The lighted pole and banner assembly of claim 34 wherein at least two of said sections comprise a different color.

Claim 44 (new): The lighted pole and banner assembly of claim 43 comprising at least three sections and one of each said sections comprises a different color of red, white and blue.

Claim 45 (new): The lighted pole and banner assembly of claim 34 wherein at least two of said sections comprise a different brightness.

Claim 46 (new): The lighted pole and banner assembly of claim 45 wherein said support comprises a brighter section proximate to said banner and a less bright section away from said banner.

Claim 47 (new): The lighted pole and banner assembly of claim 34 wherein said sections are integral to each other.

Claim 48 (new): The lighted pole and banner assembly of claim 34 wherein said sections are separate and connected to each other.

Claim 49 (new): The lighted pole and banner assembly of claim 26 wherein said light source comprises blinking lights.

Claim 50 (new): The lighted pole and banner assembly of claim 26 wherein said light source comprises sequential lighting.

Claim 51 (new): The lighted pole and banner assembly of claim 26 wherein said support further comprises an ornamental design.

Claim 52 (new): The lighted pole and banner assembly of claim 26 wherein said support comprises a polymeric material.

Claim 53 (new): The lighted pole and banner assembly of claim 52 wherein said support comprises acrylic.

Claim 54 (new): The lighted pole and banner assembly of claim 26 wherein said light source comprises a colored light source.

Claim 55 (new): The lighted pole and banner assembly of claim 54 wherein said colored light source varies in time.

Claim 56 (new): The lighted pole and banner assembly of claim 26 wherein said light source comprises a varying brightness in time.

Claim 57 (new): The lighted pole and banner assembly of claim 26 wherein said light source is powered by at least one power source selected from the group consisting of electrical current supplied by a power grid, a transformer, a generator, a battery, a vehicle 12 volt adaptor, a vehicle cigarette lighter, and a solar cell.

Claim 58 (new): The lighted pole and banner assembly of claim 26 wherein said support is mounted to a transportation vehicle.

Claim 59 (new): The lighted pole and banner assembly of claim 26 further comprising a holder for mounting.

Claim 60 (new): The lighted pole and banner assembly of claim 26 further comprising an electrical cord.

Claim 61 (new): The lighted pole and banner assembly of claim 59 further comprising an electrical cord and said holder accommodates said electrical cord.

Claim 62 (new): The lighted pole and banner assembly of claim 59 wherein said holder comprises a bracket comprising two arms.

Claim 63 (new): A method for illuminating a banner and banner support comprising the steps of:  
providing an elongated, solid, hollow support comprising an interior and an exterior perimeter;  
disposing a light source within the interior of the support;  
illuminating the support through the entire exterior perimeter along at least a portion of the support; and  
illuminating the banner.

Claim 64 (new): The method of claim 63 wherein the step of illuminating the support comprises illuminating along an entire length of the elongated support.

Claim 65 (new): The method of claim 64 wherein the step of illuminating the support comprises illuminating along the entire length of the elongated support with uninterrupted illumination.

Claim 66 (new): The method of claim 63 wherein the support has at least one light transmitting property selected from the group consisting of clear, transparent, luminescent, translucent and opaque.

Claim 67 (new): The method of claim 63 wherein the support comprises at least two sections.

Claim 68 (new): The method of claim 67 wherein at least two of the sections of the support comprise a different light illuminating quality selected from the group consisting of clear, transparent, luminescent, translucent and opaque.

Claim 69 (new): The method of claim 63 wherein the light source comprises light emitting diodes.

Claim 70 (new): The method of claim 63 wherein the light source comprises a rope light.

Claim 71 (new): The method of claim 63 wherein the support comprises two ends with the light source disposed therebetween.

Claim 72 (new): The method of claim 63 wherein the light source comprises neon.

Claim 73 (new): The method of claim 63 wherein the light source comprises a fluorescent light.

Claim 74 (new): The method of claim 63 wherein the light source comprises a filament lamp,

Claim 75 (new): The method of claim 63 wherein the light source comprises fiber optics.

Claim 76 (new): The method of claim 67 comprising illuminating at least two of the sections with a different color.

Claim 77 (new): The method of claim 76 comprising at least three sections and further comprising the steps of illuminating, one section illuminating with a color of red, illuminating another section with a color of white; and illuminating another section with a color of blue.

Claim 78 (new): The method of claim 67 further comprising the step of differing the brightness among sections.

Claim 79 (new): The method of claim 78 wherein the step of differing the brightness among sections comprises having a greater brightness proximate to the banner and having a lesser brightness away from the banner.

Claim 80 (new): The method of claim 63 further comprising the step of blinking the light source.

Claim 81 (new): The method of claim 63 further comprising the step of sequentially lighting the light source.

Claim 82 (new): The method of claim 63 wherein the support comprises a polymeric material.

Claim 83 (new): The method of claim 82 wherein the support comprises acrylic.

Claim 84 (new): The method of claim 63 further comprising the step of coloring the light source.

Claim 85 (new): The method of claim 84 further comprising the step of varying the coloring in time.

Claim 86 (new): The method of claim 63 further comprising the step of varying the brightness of the light source in time.

Claim 87 (new): The method of claim 63 further comprising the step of powering the light source by at least one power source selected from the group consisting of electrical current supplied by a power

grid, a transformer, a generator, a battery, a vehicle 12 volt adaptor, a vehicle cigarette lighter, and a solar cell.

Claim 88 (new): The method of claim 63 further comprising the step of mounting the support to a transportation vehicle.

Claim 89 (new): The method of claim 63 further comprising the step of mounting the support to a surface.